

TRYME! Boardgames Store

****Names****

A TEAM OF BOARD GAME
ENTHUSIASTS!



Image source: [freeimages.com](https://www.freeimages.com)

OPPORTUNITY/INDUSTRY STATS

- Global market for board games to reach **\$30 billion** by 2026 at CAGR of 13%.
- Market dynamics is marked by millennials who like to experiment with board games.

-Arizton Advisory & Intelligence

- **49% of families** with children below 14 play board games **at least once a week.**
- **12% of families** with children below 14 **buy new games several times a month.**
- **63%** of parents say that **fun is the most important aspect** for their children.

-Statista.com



Image source: freeimages.com

PROBLEM

- You don't know if a board game is fun until you play it.
- You spend money on something you don't use.
- Also, clutter!

SOLUTION

- What if you could try board games before you bought it?
- Free up money and space!
- Enjoy novelty in games for less!



Image source: freeimages.com

BUSINESS IDEA

- A try-before-you-buy store.
- For \$20 take home 3 games for a 2-week trial.
 - Order trial games on website.
 - Choose your own games or get a surprise kit.
 - If you like any of the games:
 - Purchase an unopened game, and return trial kit.
 - Or for a discount, keep the game(s) you like and return the rest.

TAKING THIS FORWARD

- Identify suppliers & inventory: Attend gaming expos and distributor open houses.
 - Join Game Manufacturers Association (GAMA).
 - Attend Origins Game Fair, Alliance Open House etc.
 - Reach out to key distributors- ACD, Southern Hobby Supplies etc.
- Further steps:
 - Warehousing.
 - Business Plan.
 - Business License.